

www.RTAChicago.org

# INTERAGENCY SIGNAGE PROGRAM UPDATE

CMAP Bike-Ped Committee  
December 16, 2016





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## INTERAGENCY SIGNAGE PROGRAM









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### CHALLENGE: DISCONNECTED FACILITIES

Where do I go to make my transfer connection?  
Davis – Evanston Transportation Center





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### Interagency Signage Program Elements

**Wayfinding**



**Train Connections**



**Bus Connections**



**Service Information**



**Identity**



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### Identity Product: Defines Interagency Transfer "Footprint"



The map illustrates the transfer footprint between the Metra Union Pacific North Line (UP-N) and the CTA Purple Line. It shows the intersection of the two lines and the surrounding area, including streets like Clark St, Madison Ave, and Danie St. The map also indicates the location of the CTA Purple Line station and the Metra Union Pacific North Line station. A scale bar is provided at the bottom right of the map.

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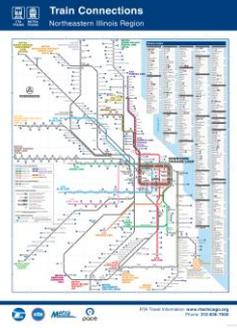
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### Train Connections Diagram

- CTA and Metra rail network combined into one map
- Train lines and stations identified
- Interagency transfer locations highlighted



The Train Connections Diagram is a comprehensive map of the combined CTA and Metra rail network. It shows the various lines and stations, with interagency transfer locations highlighted. The map includes a legend and a scale bar. The logo for the Regional Transportation Authority is visible at the bottom left of the map.

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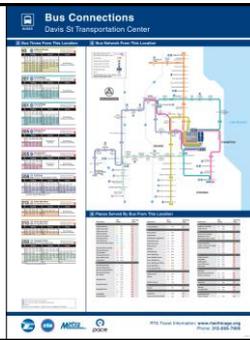
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### Bus Connections Diagram

- Bus routes that radiate from interagency location
  - ✓ Bus route numbers and scheduled time points
  - ✓ Route timetables and travel times provided
  - ✓ Rail and Bus transfer opportunities
  - ✓ Bus Boarding Area provided
  - ✓ Bus departure times **specific** to boarding area




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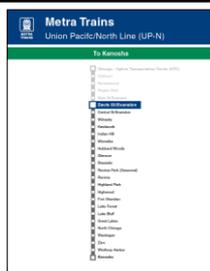
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Train Route Diagram




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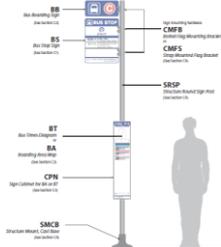
### Bus Times:

- ✓ For departing bus customers
- ✓ Waterfall diagram of routes and destinations that serve a boarding area
- ✓ Scheduled bus departure times specific to boarding area



### Bus Boarding Area Product:

- ✓ For arriving bus customers
- ✓ Map and wayfinding for connecting transit services




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### Full Scale Demonstration Sites Installed in 2012 (Summer/Fall)

- I. Davis – Evanston: Metra, CTA Rapid Transit, CTA Bus and Pace Bus
  - II. Joliet Union Station: Metra and Pace Bus
  - III. Van Buren – Downtown: Metra, CTA Rapid Transit, CTA Bus and Pace Bus
  - IV. 95th and Western: CTA Bus and Pace Bus
  - V. Chicago Union Station: Limited supplemental signage (2013)
- Demo Phase funded through two CMAQ grants totaling \$2.25 million (80% Federal/20% RTA)

● = Demo Location



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### Van Buren

(Metra, CTA Rapid Transit and CTA Bus transfer hub)



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### Interagency Signage Demo Site – Davis, Evanston

(Metra, CTA Rapid Transit, CTA Bus and Pace Bus transfer hub)



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### DEMONSTRATION PHASE SUCCESSFUL

- ✓ 160 interagency signs installed at five locations
- ✓ User testing confirmed “Customer Friendliness”
- ✓ Helpful for “Front-Line” customer facing employees
- ✓ Sister Agencies using RTA signage standards
  - CDOT – Walk to Transit
  - Chicago Dept. of Aviation – O’Hare Consolidated Joint Use Facility
  - CDOT/CTA/Amtrak – Chicago Union Station Transportation Center
- ✓ Design Standards Manual published, August 2014
  - [www.rtams.org/pdf/planning/SignageDesignManual.pdf](http://www.rtams.org/pdf/planning/SignageDesignManual.pdf)




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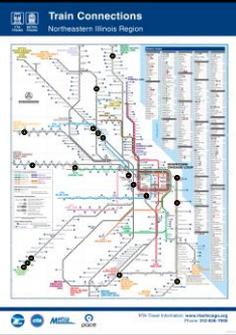
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### ITPID Expansion Phase: (19) Locations

- Downtown Chicago Locations (5)**
- Chicago Union Station
  - La Salle Street Station
  - Ogilvie Transportation Center
  - Millennium Station
  - Museum Campus-11<sup>th</sup> Street / Roosevelt Road

- Region-Wide Locations (14)**
- Aurora (BNSF)
  - Elgin (MD-W)
  - Harlem / Lake (Green, UP-W)
  - Harvey (ME-ML)
  - Irving Park (Blue, UP-NW)
  - Jefferson Park (Blue, UP-NW)
  - Lake Cook (MD-N)
  - Lisle (BNSF)
  - Main (Purple, UP-N)
  - Montrose / Mayfair (Blue / MD-N)
  - Naperville (BNSF)
  - Vermont St. - Blue Island (ME-BLRI)
  - Waukegan (UP-N)
  - Wheaton (UP-W)

Expansion Phase funded through a \$4.2 Million CMAQ grant (90% Federal/10% RTA)




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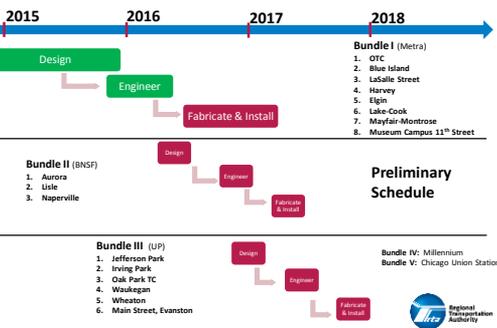
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**RTA Interagency Signage Program: Challenges**

- The RTA does not own or control interagency locations
- Property ownership fragmented
- Consensus/approval by partners required
- Permission/Permits/Rights-of-Access
  - Service Boards, (CTA, Metra and Pace)
  - Class I Railroads, (BNSF, Union Pacific, Canadian National) and Amtrak
  - City of Chicago and Chicago Park District (Downtown Locations)
  - Host municipalities (region-wide locations)
- New role for RTA



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